

Faith Cho

Creative direction & content production with experience in storytelling, digital media and film.

PROFESSIONAL EXPERIENCE

United Talent Agency Assistant, New Tech x Entertainment

2023-2025

- Developed strategic deals for high profile clients with curated brands for a range of creative outputs (events, art collection releases, digital products, and video content)
- Managed client relationships to guarantee seamless communication and collaborated with cross-functional teams to ensure the execution of talent commitments, from scheduling to contract fulfillment
- Targeted companies at the intersection of technology and entertainment to identify business opportunities for agency clientele, as well as leveraged capabilities in the AI domain to meet client objectives and push boundaries of creative storytelling

Runway Gen48 Director

2024

- Directed, produced and generated a short film for Runway's Gen:48, a 48-hour short film competition
- Awarded the Grand Prix with a premiere at an IMAX screening

Ojeras Studio Freelance Creative Director

2023

- Art directed high fashion editorial photoshoot from pitch to execution, overseeing all creative aspects to ensure a visually cohesive photo series and editing a final video product, using Photoshop/Premiere Pro/After Effects/Runway

Jubilee Media Freelance Creative Director

2023

- Commissioned by Jubilee Media to pitch and direct a YouTube video
- Led all aspects of the production process, from concepting, casting and directing to editing
- Prompt engineered an LLM to 'clone' 4 contestants who then engaged *unknowingly* in text conversation with their digital selves
- Pilot episode amassed over 200,000+ views on YouTube (189% higher than the average view count of the channel)

JoyRider Pictures Editor, Assistant

2022

- Indie film picked up by EST N8 for global distribution; premiered at the Tokyo International Film Festival; winner of 46th Asian American International Film Festival
- Organized, labeled and edited footage, utilizing DaVinci Resolve

US Fulbright Program Fulbright Scholar

2021

- Nationally selected as a representative of the U.S to serve as a cultural ambassador and English teacher; developed classroom curricula as well as deployed pedagogical methods to deliver culturally sensitive and relevant information to 500+ students

She/Her

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EDUCATION

University of Pennsylvania

Bachelor of Arts, May 2020

Major in English

Minor in Fine Arts

Summa Cum Laude

HONORS

Runway Gen48 Grand Prix

Jubilee's Creator Launchpad

Fulbright Award

English Honors (Creative Writing Thesis)

SKILLS

// Technical

Google Suite

MS Office

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere Pro

DaVinci Resolve

Canva

AI Tools (ChatGPT, Runway, Midjourney, etc.)

//Professional

TEFL Certified

Content Writing

INTERESTS

Road Trips

Horror Movies

Snowboarding